Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A broadcast program retrieval system for retrieving a desired broadcast program among a plurality of broadcast programs, comprising:

a data server including a database configured to receive and store broadcast program information, and at least one function for searching the broadcast program information, which includes at least one program retrieval identification code and other information related to broadcast programs; and

a user server configured to receive and store the broadcast program information, said user server operating to send to the data server at least one content keyword for searching the broadcast program information for the desired broadcast program, said user server operating to receive from the data server only a select number of program retrieval identification codes related to said at least one content keyword as a result of the searching by the data server,

wherein the select number of program retrieval identification codes received from the data server enables said user server to retrieve a select number of broadcast program information stored in the user server, and allows the user server to select the desired broadcast program from among said plurality of broadcast programs using the retrieved select number of broadcast program information.

2. (Previously Presented) A broadcast program retrieval system according to Claim 1, further comprising

a communication link configured to connect said data server and said user server.

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3. (Previously Presented) A broadcast program retrieval system according to Claim 1, wherein said at least one content keyword includes an element of content forming each broadcast program.

4. (Previously Presented) A broadcast program retrieval system according to Claim 1, wherein the program retrieval identification codes are included in an event identification region of an event information table appended to each broadcast program.

5. (Canceled)

6. (Previously Presented) A broadcast program retrieval system according to Claim 1, wherein the broadcast program information includes electronic program guide (EPG) information.

7. (Previously Presented) A broadcast program retrieval system according to claim 1, wherein each of said at least one program retrieval identification code is assigned a different identification number even when a first broadcast program identified by a first program retrieval identification code is a rebroadcast of a second broadcast program, such that the second program broadcast program is assigned a second program retrieval identification code.

8. (Previously Presented) A broadcast program retrieval system according to claim 1, further comprising:

a keyword database in the data server, said keyword database including a plurality of

keywords used to match said at least one content keyword received from the user server.

9. (Currently Amended) A broadcast program retrieval method for retrieving a desired

broadcast program among a plurality of broadcast programs, comprising:

configuring a user server to receive and store broadcast program information, which

includes at least one program retrieval identification code and other information related to said

plurality of broadcast programs;

configuring a data server to receive and store the broadcast program information;

transmitting from the user server to the data server at least one keyword;

searching the broadcast program information in the data server using at least one

searching function;

transmitting from the data server to the user server only a select number of program

retrieval identification codes related to said at least one keyword;

retrieving a select number of broadcast program information stored in the user server

using the select number of program retrieval identification codes received from the data server;

and

selecting the desired broadcast program from among the plurality of broadcast programs.

10. (Previously Presented) A broadcast program retrieval method according to claim 9,

wherein each of said at least one program retrieval identification code is assigned a different

identification number even when a first broadcast program identified by a first program retrieval

identification code is a rebroadcast of a second broadcast program, such that the second program

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broadcast program is assigned a second program retrieval identification code.

11. (Previously Presented) A broadcast program retrieval method according to claim 9, further comprising:

configuring a keyword database in the data server, said keyword database including a plurality of keywords; and

using said plurality of keywords to match said at least one content keyword received from the user server.

12. (Previously Presented) A broadcast program retrieval method according to claim 11, further comprising:

processing and storing in the keyword database any changes made to said other information related to said plurality of broadcast programs.

13. (Previously Presented) A broadcast program retrieval method according to claim 12, wherein said other information related to said plurality of broadcast programs includes a list of performers appearing on each of said plurality of broadcast programs.

14. (Previously Presented) A broadcast program retrieval method according to claim 9, further comprising:

selecting an appropriate function from said at least one searching function, wherein said appropriate function satisfies user preferences reflected in said at least one content keyword.